

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #044880

Mr. P. Martin
A. D. BEDELL

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Page:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston FF Box	12300-25252
2	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

Displays (Item #541085)

<u>SKU CUBE:</u>	1.7500
<u>SKU WT (w/o Product):</u>	3.7500 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,124.00**

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MAY .70¢ 2-Pack Tear Tape

A. D. BEDELL

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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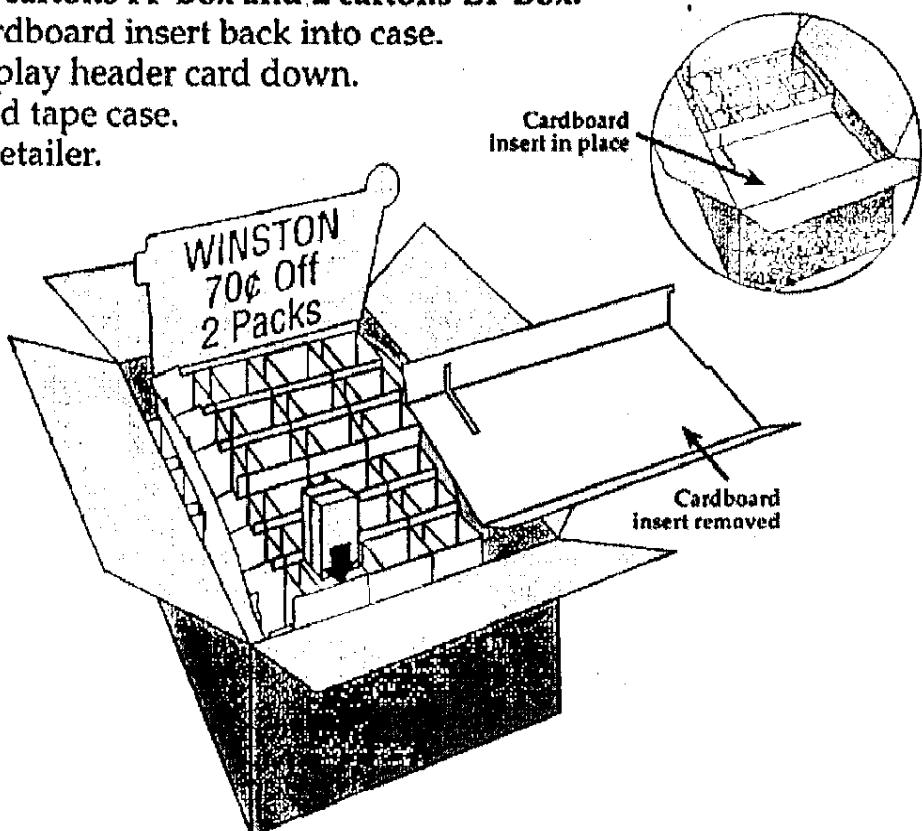
WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2 ND QTR. '98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 541085 WINSTON May .70/2 PK Display Kit****Promotion Reporting Description: WIN May .70/2 PK**

Brand Style						
Number of Cartons						

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RPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 98-03-09
 TIME: 11:01 AM

WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO
 TEMPLATE SEQ : 0905
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605		712144	SMOKE N GUN	22 MAIN ST	ADDISON	NY	14801	1		960393	(607)359-4600	
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS		(716)483-5371	
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1			BRU (814)367-2707	
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE B	WARREN	PA	16365	2			(814)726-0341	
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1			(814)723-5705	
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2			BRU (914)228-3318	
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	2			BRU (814)723-7199	
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1		948513	(814)834-7070	
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609 (814)968-5480	
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856 (814)435-2178	
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	1			BRU (814)326-4616	
162607	162228	382720	STATE LINE ONE STOP RTE.	449 MAIN ST.	GENESEE	PA	16923	2			BRU (814)228-3660	
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	3			(814)887-5585	
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	1		915298	(814)489-7854	
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1			(814)436-3422	
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	3		939827	(814)589-7696	
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	4			(814)827-1227	

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 28

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 28

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